for approximately

per square foot

you can reduce heat transfer through a brick cavity or concrete block wall up to 50% or more with ZONOLITE water-repellent MASONRY FILL INSULATION

A.I.A. No. 37-C-2
A.I.A. No. 5-N

the Insulated Masonry Wall...

FRILL OR SOUND INVESTMENT?

One hardly thinks twice about insulating frame walls—why not masonry? Especially when you can often recover the cost of the insulation while the building is on the boards...as with ZONOLITE water-repellent Masonry Fill Insulation.

Up until lately, there hasn't been a good way to insulate a masonry wall. So most masonry walls have been left uninsulated, much to the dismay of their occupants.

But now there is an insulation designed expressly for concrete block or brick cavity walls—Zonolite water-repellent Masonry Fill Insulation.

Zonolite Masonry Fill (for short) is simply poured into the cores of concrete blocks, or into the cavities of brick cavity walls. It doesn't ball, snag or bridge, and it won't settle. It just stays there, permanently reducing heat transfer up to 50% or more.

HOW MUCH DOES IT COST?

Of course, most people want to know, "How much is it going to add to the initial cost of the building?"

Very little, really, if anything at all. In some cases, adding Zonolite Masonry Fill has *reduced* the original cost of a building by a few hundred dollars.

Here's the way it happens. By substantially improving thermal efficiency of walls, Zonolite Masonry Fill Insulation, often allows the architect or engineer to substitute smaller, less costly heating and air conditioning units. The reduced price of these units frequently pays for the low cost of the Zonolite Masonry Insulation.

Costs run approximately as follows:

6″ concrete block or 10″ brick cavity wall—10c per sq. ft., installed.
8″ concrete block wall—13c per sq. ft., installed.
12″ concrete block wall—21c per sq. ft., installed.

HOW EFFICIENT IS IT?

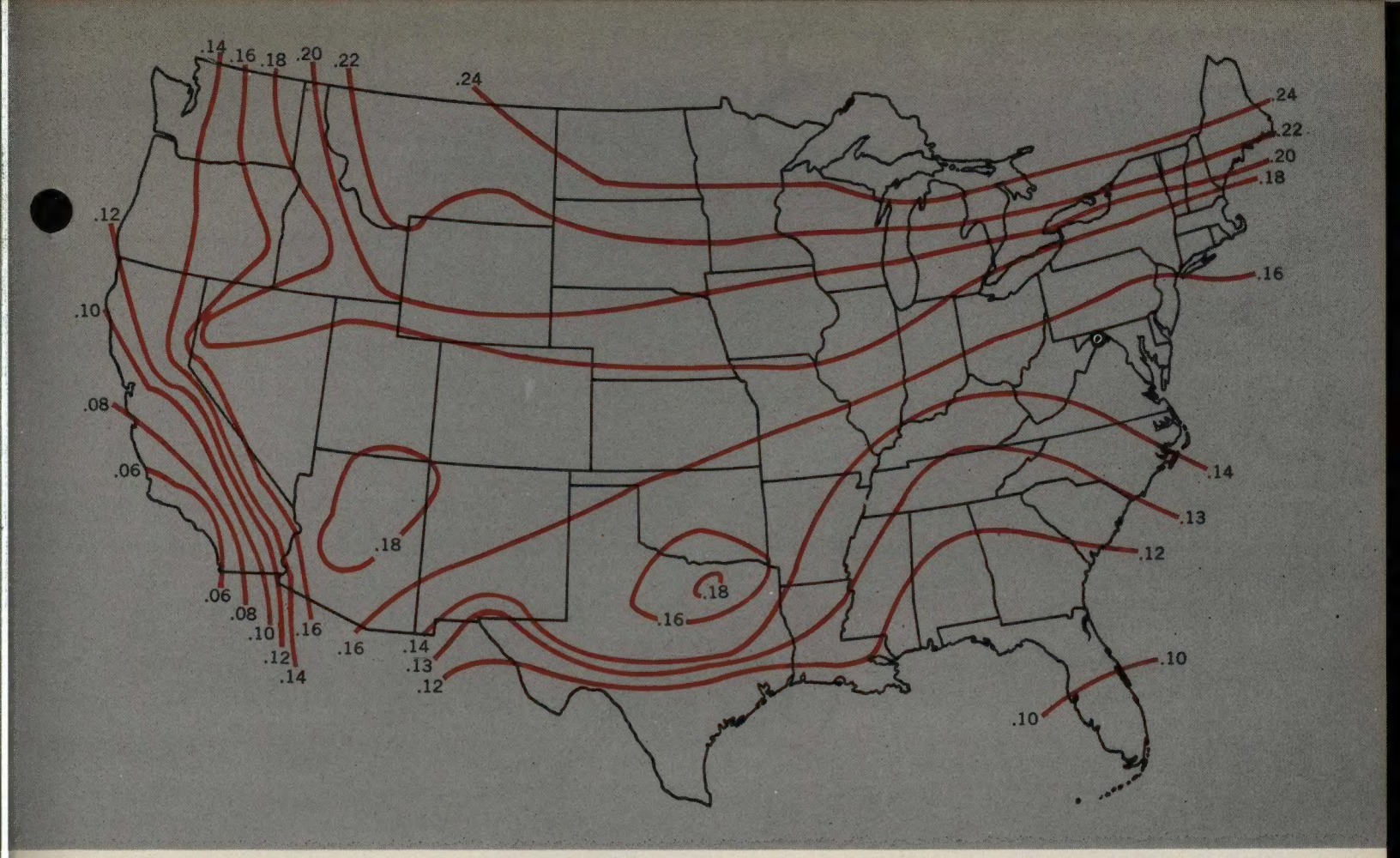
Depending on your area and the amount purchased, these figures may vary a few cents on either side.

Now the addition of Zonolite Masonry Fill Insulation improves thermal efficiency of walls is shown in these tables.

"U" VALUES (HEAT TRANSMISSION)—CAVITY WALLS

10″ Cavity Walls	Plain Wall No Plaster (Uninsulated)	INSULATION IN CAVITY	
		Plain Wall No Plaster	Interior Finish, Plaster Direct on Wall*
Face brick, 2½″ air space, common brick....	.33	.14	.13
Common brick, 2½″ air space, tile or block...	.27	.13	.12
Face brick, 2½″ air space, clay tile or concrete block	.30	.13	.12

*⅝″ gypsum-sand plaster



SAMPLE CALCULATIONS:

COMBINED SAVINGS IN HEATING & COOLING

This simple map illustrates "thermal economic coefficients" for various areas, and provides an easy means of determining combined savings per square foot in annual heating and cooling cost of any building.

For example, in Little Rock, Ark., the addition of Zonolite Masonry Fill in a brick cavity wall changes the "U" from .30 to .12. The difference in "U" is .18 (.30 −.12). This figure is multiplied by the thermal economic coefficient −.138 for Little Rock: .18 × .138 = $ .025: a saving of 2.5 cents per square foot in annual heating and cooling costs.

RETURN ON INVESTMENT

If the cost of insulating in the above example was 10 cents per square foot, the annual return on the investment would be 25 percent (.025/.10). You can appreciate how quickly the cost would be recovered . . . and how long Zonolite Masonry Insulation would pay dividends of 25 percent per year!

SAVINGS ON INTERIORS

Insulating with Zonolite Masonry Fill may often eliminate the need for further interior finishing. Substantial savings per square foot on interior finishes can result, offering the architect an opportunity to utilize the unusually decorative patterns and colors available in brick and block, with positive assurance of comfort for occupants.

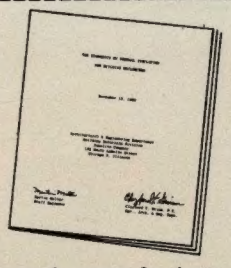
"U" VALUES—CONCRETE BLOCK WALLS

Coefficient of Transmission of Concrete Masonry Walls, Wind Velocity 15 MPH

WALL THICKNESS, INCHES	TYPE OF BLOCK	UNINSULATED		INSULATED			
		BLOCK ONLY	1" FURRING AND PLASTER*	BLOCK ONLY	FURRING AND PLASTER*		
					1" FURRING		2" FURRING INSULATED
					UNINSULATED	INSULATED	
6	Lightweight	.40	.32	.26	.22	.15	.11
8	Lightweight	.33	.27	.17	.15	.11	.09
8	Sand & Gravel	.52	.39	.38	.30	.18	.13
12	Lightweight	.30	.25	.15	.14	.10	.08
12	Sand & Gravel	.49	.37	.34	.28	.17	.12

* ⅜ in. gypsum lath and ½" of vermiculite-gypsum plaster

FULL REPORT AVAILABLE



A summary report on "The Economics of Thermal Insulation for Building Enclosures" has been prepared. It gives thermal economic coefficients for 65 principal towns and cities; sample costs for heating or cooling under various wall and roof conditions; and other valuable data. A copy will be furnished on request.

Have we talked too much about money?

We've shown you how little Zonolite Water Repellent Masonry Fill Insulation actually costs. How it very often pays for itself while the building is on the boards, by allowing you to substitute smaller, less costly heating and air conditioning units. How it reduces fuel and air conditioning costs sharply. How it cuts down on the cost of interior finishing.

Perhaps now is the time to talk about some of its . . .

OTHER VALUES

In tests conducted at Structural Clay Products Research Foundation and Pennsylvania State University, Zonolite Masonry Fill Insulation was proved conclusively to have superior values in . . .

COMFORT . . . Heat exchange between the wall and room occupant is reduced up to 30%, for greatly increased comfort.

VAPOR PERMEANCE . . . Under normal conditions of occupancy, Zonolite insulated masonry walls will withstand vapor transmission, *even without a vapor barrier.*

WATER REPELLENCY . . . . When a leaking masonry wall insulated with Masonry Insulation was subjected to 5½" of water per hour with an accompanying 60 mph wind for six continuous days, there was no permeation of water through the insulation across the cavity space.

Because of its low initial cost, its high efficiency and its other virtues, most architects agree that this insulation designed specifically for insulating masonry walls is worth investigating.

sales ZONOLITE offices

For complete information on Zonolite Masonry Fill Insulation, call the Zonolite Sales Offices nearest you.

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*Protected by U.S. Pat. No. 2,824,022, Canadian Patent No. 569,677

(MF-45 Printed in U.S.A.)